FAMOUS PLAYERS THEATRES'

NATIONAL Ballyhoo

COMPILED AND EDITED BY DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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A NOTE OF OPTIMISM

Our conferences ... both of the Eastern and Western Divisions have now passed into the realm of happy memories. They were good meetings, with more important highlights than can possibly be documented in the brief space at my disposal. They were meetings of minds and of hearts in a spirit of dedication to a set of ideals and to a purpose. They saw the rebirth of a spirit of optimism in an industry long plagued by pessimistic forecasts of impending doom. They drew on our experiences of the past and the problems of the present, combining the two to create a happier outlook for a prosperous future for all of us in this business. They provided us with an impressive and heart-warming experience.

Our president Mr. J.J. Fitzgibbons established the thought pattern which was to dominate the meetings in his opening address. "In spite of everything you may have heard of read," said Mr. Fitzgibbons, "I want you to know that we - Famous Players - need you far more than you need us." He concluded with the declaration that "Those of us who are capable, willing and able, still have the best years of our lives ahead of us in this business."

Those were the words we had all hoped to hear ... magic words of faith in us and in our business and in our future ... eloquent words that dispelled the doubts which are a natural consequence of ignorance of facts ... friendly words which radiated and engendered a warm feeling of enthusiasm and optimism throughout the three days of deliberations.

Showmanship ... that basic ingredient for success in our business was, as is natural, the theme of our meetings. Showmanship in selling ... in serving ... in our every day living. I am sure, as sure as anyone can be, that we ... all of us, left Niagara Falls and Edmonton better showmen and businessmen than we came, because of our three days of talking and listening ... and yes ... maybe a little soul-searching too.

They were grand meetings. They are now behind us ... but it is up to each and every one of us to foster and to keep alive the spirit of those three days far into the future ... that bright future so vividly portrayed by our president.

D.E.K.

REFLECTIONS

Shades of yesteryear ... another convention has come and gone, and from the comments both spoken and implied ... this one too was the best one ever. Many words were spoken, many thoughts were expressed, many ... oh so many suggestions were presented, and a whole lot of infectious enthusiasm was generated. Many of us unfortunately are awfully short on memory, and I wonder ... Are YOU going to make a truly sincere effort to justify all the time, the expense and the effort which went into this convention? Will the lessons you learned be put to practical use in YOUR own particular operation ... or have the memories ... fond memories, of our meetings been left behind to lurk forever in the shadows of our conference rooms? Only one person can truthfully answer that ... YOU.

We took a gander at a couple of the greatest attractions of all time ... We were graced with the presence of the greatest movie-maker of them all - Cecil B. DeMille ... We were assured that our future is still ahead of us, if WE care enough to do something about it.

Our president and our vice-president were on our side all the way ... our only regret is that they couldn't spend more time with us, and we missed them. Mr. Fitzgibbons and Mr. Bolstad, by their words and their actions left us secure in the knowledge that our team is well managed by the two top men in this business ... and that's an awfully good feeling to take away with you.

We worked hard ... and some of us played hard, although frankly our schedule didn't leave too much time for play. A few, and I am happy to say it really was FEW, became just a little bit farshtunken ... and you can figure out for yourself what that means. I suppose there's some excuse for it at a convention ... IF the end result is what it should be.

I shall try in this issue to give an eye-witness account of the proceedings ... just to refresh your memories a little ... Hope you enjoy it. By the way ... I don't remember ... but did anyone think to thank the chairman of our meetings, Morris Stein, for the truly magnificent job he did of handling the sessions? If not ... then I trust that he will accept this as a sincere vote of thanks from every one of us privileged to have been there. And now ... to do a little reporting.

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STATISTICS ... THE BRIGHT SIDE

Our veep Rube Bolstad didn't try to kid anybody ... He reminded us that our business volume was down considerably, BUT ... he also told us that in spite of the decline in attendance, we - FAMOUS PLAYERS - are still selling over 1,000,000 tickets per week ... which is substantially better than our record in 1949 or 1950, in dollar sales.

Let's take it from there, fellows ... and let us use that million mark as our foundation ... TO BUILD ON. I know we can do it.

TALKING ABOUT PRODUCT

It's one thing to talk about product, and from advance reports to try and assess its saleability and potential boxoffice results ... and it's quite another thing to actually have samples of that product demonstrated to us in the same form that the ticket-buying public will see it. That is exactly what was done at our meetings. It was a radical departure from previous routine agendas ... and I am sure that I speak for all of us when I say that our screenings at the Seneca in Niagara Falls and the Paramount in Edmonton will have a farther reaching effect than all the talking any of us could possibly have done in the three days of convention.

We looked at WAR AND PEACE ... we looked and we marvelled. Never has the screen come so vibrantly alive with all of the many and varied elements of technique which go into the making of a picture acceptable to the masses. We sat for three and one half hours ... fleeting hours which seemed like minutes. We tried to describe what we had seen and simply ran out of superlatives. We knew that we had reached the summit. Nothing could ever top that.

And then ... the following morning we were treated to an emotional experience few of us will ever forget. It is almost sacrilege to call it a picture ... rather, I choose to think of it as a journey into living history. I refer of course to Cecil B. DeMille's THE TEN COMMANDMENTS.

I won't even attempt to describe this great adventure into the pages of the Bible. Suffice it to say that hundreds of hard-bitten theatre men sat enthralled while the story of Moses ... the story of the first battle for Freedom ... the story of the collapse of the original Dictatorship unfolded before their eyes. As it drew to an end ... there was a great silence, and then a roar of applause shook the theatre. We had just witnessed the ultimate in screen entertainment.

Recorded above are two good reasons why this great industry of ours will live forever. WAR AND PEACE is a property to make the heart of any exhibitor glad ... and as for THE TEN COMMANDMENTS ... well, I feel that it is our sacred trust to make sure that every man, woman and child the world over gets an opportunity to see and live it. Those are the samples we had given to us. Let us treat them with care ... with pride ... with joy.

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OVER BEN'S SHOULDER

This time we didn't have to peek over Ben Geldsaler's shoulder ... He was right there with us ... and if I may say so ... gave us the greatest presentation of product we had ever been privileged to hear. The guy's getting better every year ... He has become a poet and an orator.

We were each handed a fat little booklet, the cover boldly emblazoned in gold ... GOLD FOR THE BOXOFFICE. On the first inside page appeared the picture of a Variety Barker ... show business' "Apostle of Good Cheer ..." and his pitch was ... BE AN OPTIMIST - OPTIMISM IS CONTAGIOUS.

OVER BEN'S SHOULDER (cont'd.)

Ben covered his subject thoroughly and completely ... He described in detail each individual picture promised us by the distributors in the coming season ... He elaborated on star values and story values ... He talked and we followed him in the pages of this fabulous little book ... a product of Ben's research and Jimmy Nairn's art department.

Ben admonished those present not to concern themselves too greatly with the terms of the attractions they play ... Distributors must get a greater return on their investment if they are to continue to provide us with the kind of attractions we need to keep us in business. We try to make the best deals possible ... and they are always subject to review and adjustment.

It is important that we support British product ... We owe it to the British producers, and we owe it to ourselves and to our customers. Remember WEE GEORDIE? It is just one of many Boxoffice nuggets handed us by the British producers during the last year.

We have a fine array of product ahead of us ... it is most important that we thoroughly milk each and every picture. It is much better to overplay than to underplay ... particularly in view of the reduced number of attractions available ... and, in many instances, our holdover figures on the better pictures are substantially higher than the opening days on some of the others.

Keep in touch with your bookers constantly ... keep them advised of your business ... They are here to help YOU ... take advantage of their practical knowledge and experience.

In closing, Ben Geldsaler had this to say ... "You must agree with me that we have a fine array of great product ahead of us ... so let us be optimists, because optimism is contagious ... Let us not moan and cry about the loss of our business to T.V. We are still alive and we intend to go on living. The motion picture theatre is still the meeting place of the nation."

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ONE HUNDRED AND FIFTY MILLION DOLLARS

It is an amazing thing just how casually we sit back and accept a report which involves a minimum expenditure in excess of one hundred and fifty million dollars ... millions of dollars' worth of properties entrusted to our care ... millions of dollars invested to assure the perpetuity of our business and of our own future in that business. We ... all of us, must protect that investment, and by so doing we also protect ourselves and our families.

Mr. Fitzgibbons, commenting on Ben's report, had this to say ... "I often wish that we could inject into our management group the enthusiasm I myself felt out at the studios ... The care, the time and the talent - and sometimes tears - that go into these great pictures help to make this the great human business that it is. You can't sell tickets without having a genuine enthusiasm for our business ... and let us not fool ourselves ... it's the tickets we sell that help pay our salaries ... yours and mine."

CECIL B. DEMILLE

For some strange reason, we in the exhibition end of the business rarely get to meet the personalities who are part and parcel of our every day existence. Producers ... directors ... stars are paraded before civic groups, ladies' luncheon groups, and occasionally make a brief appearance before a small, select group of industry leaders. Most of us read about it in the trade papers ... that's about as close as we can get.

A rare treat was in store for us at Niagara Falls ... the greatest movie-maker of them all was there ... He came at the invitation of Mr. Fitzgibbons ... he watched THE TEN COMMANDMENTS with us at the Seneca ... he joined us for lunch later. Mr. DeMille impressed us all with his friendliness and informality. He talked to us in language we could understand. He chatted briefly with many of the managers present. He made us feel proud to be a part of an industry of which he also was a part.

Cecil B. Demille is a genius ... but more than that ... an inspired genius. When he talked about his TEN COMMANDMENTS, it was with love and with reverence. His voice vibrated and his eyes flashed ... He was indeed Moses delivering the tablets of the law unto his people. We were all deeply moved by his eloquence ... and we had the feeling that he was telling us only what he himself sincerely and honestly believed.

We owe a deep debt of gratitude to Cecil B. DeMille for taking time out of his very busy schedule to visit with us. It was a distinct privilege to meet with him, and an experience few of us will forget in a hurry. He is a great man ... and I am sure that some of his greatness must have rubbed off on all who met him ... to make better men and women of them. Our thanks to Mr. DeMille.

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ATTENDANCE PROBLEMS

Both Mr. Fitzgibbons and Mr. Bolstad talked about the problems of trying to build up our attendance. We've got to make it easy for people to come to our theatres ... We have to schedule our performances to suit the convenience of our customers, not ourselves ... People will not come out to a theatre if they know that the show will not be out until midnight or later. When we get an attraction that runs three hours or longer we MUST MAKE SURE that the last evening performance does not start later than eight-thirty.

We can't expect customers to guess our running schedule ... It is more important today than at any time in the past that the starting times of our features appear in bold type in every one of our newspaper ads ... and in some convenient spot on our front. I don't mean by that that a carbon copy ... and sometimes a very illegible carbon copy of your schedule should be stuck up in the boxoffice ... Have your sign man make up an attractive 8 x 10, and arrange to include it in your front display frames.

We want ... we need, more customers in our theatres. Let us make it as easy as possible for them to find their way in.

TAXES ... TAXES ... TAXES

"The second oldest profession in the world is that of the tax collector ..." quipped Harold Roberts, head of our Real Estate department, who in his lighter moments doubles in what has been referred to as vocal calisthenics ...

Every government at every level takes a whack at the theatre ... which seems to be the Happy Hunting Ground for all and sundry in the business of inventing and collecting taxes. The time has come for us to take a firm stand, and by studied and calculated representation to the authorities involved force a downward revision in the multiplicity of taxes we are burdened with.

We are making some progress in the area of realty taxes, and because of efforts to equalize assessments, we are beginning to reap some measure of relief. Managers can do much, through their friendship with officials in their localities to help out this department in its efforts to gain tax advantages.

In regard to license fees ... a nuisance fee if ever there was one - many of our men have already taken the bull by the horns, and have obtained substantial reductions, notably in Oshawa, Moncton and Owen Sound. The seat tax is antiquated and outmoded, and in many instances discriminatory. In Oshawa for instance, the hotels with large dining and dance areas were paying a $10.00 annual fee, and a 1,000 seat theatre was assessed $250.00 ... This has now been corrected and the theatre pays a flat annual fee of $50.00.

The managers' associations in each town must work together and begin presenting briefs to their local councils. It may take a while, but the end result is certainly worth the effort. We've got to save every dollar we can ... and this is a good way to begin.

If you need any help in preparing your brief, or any information to help your case ... get in touch with Harold Roberts, who will be very, very pleased to lend a hand. Let's get those taxes down fellows ... "A buck saved is an extra buck earned ..."

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JUVENILE ATTENDANCE

Our business is built on habit ... that is a basic fact. We've got to take advantage of that fact and start forming the movie habit in the youngsters in our communities. We must begin attracting the juveniles and the teen age groups. We must provide them with the entertainment they want ... not only on the screen but through the medium of special activities.

Our series of ELMER parties did us an immeasurable amount of good in the way of Public Relations with the small fry. Let's get them organized again, and this time really work at it. It's a peculiar fact that some managers were able to jam their theatres with these shows, while others didn't get a corporal's guard ... There must be an answer ... and it's a very obvious one. If you really work at it you'll see results. If you simply go through the motions ... because you have to ... well, you now know what you may expect. Give ELMER a fair shake ... and he'll do right well by you too.

WHY INSURANCE?

Roly Darby introduced to the convention Mr. A.T.H. Bevan, Engineering and Loss Control manager of the Travellers Insurance Company ... Mr. Bevan touched briefly on every conceivable type of coverage, the reasons for such coverage and the effects on the public and on our theatres. It's strange ... but as interesting as he was, Mr. Bevan didn't say a single thing that hasn't been said in these pages dozens of times in the past several months. However ... coming from an expert in the profession, maybe now more of our managers will decide to take better care of their properties and their customers. Let's go over a few important points ...

PHYSICAL HAZARDS

It is important to remember that accidents are caused ... they don't just happen. So ... when did you last personally check your seats, fellow? Come across any broken ones? What did you do about them? And how about the lighting in the out-of-the-way areas ...? Any danger of customers stumbling or slipping and getting hurt? Check it, Huh? Is your carpet ... especially your stair carpet, in good shape, with no torn or frayed edges? When did you last turn on all the house lights and make a thorough examination of your ceilings, for loose plaster? And what about your exits? Do you check them personally EVERY DAY to make sure that your doors open freely and the exits aren't blocked? Think this over carefully guys ... Is your theatre completely safe, from every angle ... or will you have the moral responsibility on your shoulders should an accident occur.

How often do you check your fire exits? I mean by actually going out on them and climbing up and down a couple of times ... In the winter do you make sure that snow is removed from exits and the sidewalk in front of your entrance? Do your ushers take the trouble to help elderly patrons to their seats ... or do they let them fend for themselves? Oh yes ... when is the last time you held a full-dress fire drill?

What do you do to discourage burglary or hold-up? Is your burglar alarm in operative condition ... and is it checked regularly? Do you replace burnt out bulbs over your safe? Of course you'd never dream of counting your receipts with the office door open ... huh? Is your boxoffice cleaned out at regular intervals, to make sure that there is a minimum of cash in that area at all times? Does your cashier perchance count up her receipts on the boxoffice counter in full view of the passing public? Think about it a little, eh?

We pay out a lot of money in the course of a year for the various types of insurance we carry. Each year's premiums are based on the previous year's loss record. They can go up, and they can go down ... and a lot of the control is in the manager's hands.

Let us not underestimate the value of our insurance guys, but let us also respect it and the purposes it is designed to serve. I see in my notes that the basic cause of the majority of accidents in our theatres is 'Improper Supervision ...' Does that ring a bell somewhere? It should ... we're always talking about it.

So ... let us, by PROPER SUPERVISION, reduce the loss expectancy in our theatres, and turn our premium savings into positive profits.

ADVERTISING ASSISTS

A distributor grants a theatre a special "assist" for one purpose, and one only ... to try through the use of additional funds to increase the boxoffice take on his attraction. When you receive advice from Bud Barker of such an assist ... study it carefully... determine whether it is enough to do the expected job, or too little, and advise Bud accordingly. Please DO NOT IGNORE IT ... as some men have been wont to do.

When you have agreed with Bud on the right amount ... plan your campaign to take advantage of every dollar. Don't think that by spending less than the sum agreed upon you are saving money ... your're not ... and you may jeopordize our chances of future assists for your theatre.

When you have completed your engagement, make sure that duplicate copies of your newspaper tear sheets and invoices are forwarded immediately to Tommy Calendar at this office. That's the only way in which we can recoup the distributor's share of the extra expenditure. We know that a dollar saved is a dollar earned, but sometimes an extra dollar spent properly can result in many extra dollars earned. Think it over.

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HOW TO ORDER MATS

At frequent intervals you receive proof sheets from our Publicity department, on which are illustrated all mats available from this office. Each illustration is numbered. When ordering, please use the order form which is a part of every proof sheet, and order by number only. Make sure that you remember to inscribe the name of your theatre in the space provided.

Also, please remember that orders must be received in Toronto before 4.00 P.M. if they are to go out the same day ... Orders reaching us late Friday or Saturday cannot go out before the following Monday. You can avoid a lot of confusion if you study your bookings carefully WHEN THEY ARRIVE, and begin ordering your mat requirements immediately. Don't leave it until a day or two before your attraction opens ... It's too late then.

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WAR AND PEACE

This is a special attraction which is being handled in a very special manner in accordance with a prescribed formula developed at a meeting in New York, attended by several representatives of our Company. Three special field men ... Bert Brown in the East, Jimmy Cameron in the West, and Ivan Ackery on the West Coast have been assigned to handle the advance publicity. Special material has been, or will be forwarded to all dates. It is important that you study this, and be prepared to co-operate fully with your field man when he arrives in your town.

It will of course help immeasurably, and save a lot of time if you have all your contacts lined up before your Field Man hits your town. Be ready for him ... He's on his way.

PREVENTIVE MAINTENANCE

"Preventive maintenance" stated Jules Wolfe, "Is just plain, every day horse-sense as practiced in your own home by yourself and your wife."

Costly emergency breakdowns can be prevented ... if all of your employees are trained to think in terms of 'Preventive' maintenance. Take care of the simple every-day repairs ... and if you come across an item that requires outside help ... don't wait until it reaches emergency proportions ... get estimates immediately ... forward them to our Maintenance department ... and they'll pick it up from there. That is why our monthly maintenance reports are so important, and deserve your very close scrutiny. From them we get a constant picture of the physical condition of your property. The important thing is that your employees ... and yourself ... exercise constant vigilance ... recognize minor defects, and REPAIR THEM.

Let's be honest fellows ... How long is it since you referred to your 'Maintenance Manual?' ... How long is it since you ... and we mean YOU PERSONALLY, made a complete check of your theatre, from roof to basement with your houseman or engineer? This should be a REGULAR WEEKLY RITUAL. A routine check should be made every day.

A dirty theatre reflects an inefficient operation. The dirt that is on high ledges today will be on your lower draperies tomorrow. Make sure that you regularly inspect your carpets ... drapes, hangings and fixtures. Check your light bulbs, hinges, doors and all out-of-the-way areas,.. Fire hose, extinguishers, exit doors and safety appliances should be closely scrutinized ... Every seat must be checked ... floor and seat bottoms should be examined for gum ... and the gum removed.

Your carpets will last longer if they are PROPERLY cleaned every day. Don't just remove the surface dirt ... get all the grit and grime out by proper vacuuming.

Your mechanical equipment ... boilers, fans, air-condition units, electric motors etc. should be regularly inspected and cleaned. Filters should be kept immaculately clean, and all motors regularly lubricated. Lack of regular inspection of roof areas and clearing of roof drains and hoppers may cause extensive damage to interiors and structure.

Make sure that you keep a regular inventory of all supplies and purchase only what is required. If your light bulbs are not giving you the guaranteed life, save them and return them for credit. Your marquee and sign display sells your show ... Is it doing the job for which it was intended? Dead lamps, dirty glass and neon will reflect a shabby, dull appearance, and possibly discourage many prospective customers.

It is well to remember that "Only those who have the patience to do simple things perfectly, ever acquire the skill to do great things easily."

Don't forget ... keep your monthly maintenance reports coming in ... These are the main line of communication between you and us, and help us to help you in the exercise of PREVENTIVE MAINTENANCE.

SPECIAL TREATMENT IN SELLING

Jimmy Nairn emphasized the special campaigns so very carefully prepared by his department on what we have come to think of as 'Blockbusters' in our product line-up. Attractions such as WAR AND PEACE and THE TEN COMMANDMENTS can't be properly sold by a routine ad in your newspaper and some standard display accessories on your front. Our publicity department develops a special type of campaign which each theatre must adhere to ... and to help you with your selling job, the special field men assigned to these pictures will visit with you and help in the advance preparations. Their time is limited ... they have many, many theatres to cover, and it is therefore important that you are ready for them when they hit your town ... have all the information they require at your finger tips ... co-operate with them to the very fullest degree.

On the subject of service, Jimmy advised that his department still has a number of copies of our Service Manual available.

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"Sometimes we treat the pictures which reach us as if they were cubes of ice ... they are 'just motion pictures' ... Well, those motion pictures are our Life's Blood, and we can't properly sell them unless we ourselves are completely and genuinely enthusiastic."

J.J.F.

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GREAT PRODUCT REQUIRES GREATER SELLING

"With the really great line-up of product being made available to us" stated Rube Bolstad ... "Such as GIANT ... OKLAHOMA in CinemaScope, and of course WAR AND PEACE and TEN COMMANDMENTS, we have a wonderful chance to repeat the terrific job we did when we first introduced CinemaScope to our customers. We'll never get a better opportunity to attract that so-called 'Lost Audience' back into our theatres. This is the kind of a challenge that requires the ultimate in selling activity ... the type of selling you can really sink your teeth into."

Mr. Bolstad in commenting on the trend of our business stated that while our dollar sales are higher than they were in 1949 and 1950 ... we were selling fewer tickets, and this in spite of the phenomenal growth in our population.

"We can do two things to correct that situation ... really SELL the great attractions available to us, and learn to manage our business with greater care and more efficiency, so that we may retain a greater portion of each ticket sale and in that way increase our profits."

"We must concentrate on building up our juvenile and teenage business. They are the adult ticket purchasers of the future, and if we help build the movie habit now, we will reap the benefits in the future."

DON'T BE OVERWHELMED ...

Morris Stein cautioned against being overwhelmed by the magnitude of a limited number of 'Block Busters' to the detriment of the dozens of bread-and-butter pictures we must live with all year 'round. We've got to look in front of us before we look beyond. We mustn't pass over a lot of possibilities while waiting for the really big ones to hit us. Our most important job is that of SELLING ... The big ones need a BIG job ... the little ones need a BIGGER one. Start thinking ahead ... don't wait until you see the titles on your booking sheet. Study Ben Geldsaler's booklet, and start laying your plans NOW.

Mr. Stein then talked about the tremendous staff problems we are faced with, and the importance of selective hiring of personnel and their proper training in the kind of service we have always been proud of in our theatres. Poor service reflects only one thing ... poor supervision.

Investigators' reports are carefully scrutinized in this office. Don't blame the investigator if the report on your house isn't all it should be ... He reports only what he sees ... and he sees things the way a paying customer sees them.

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BOOKS OF F.P. THEATRE TICKETS

Bud Barker gave a complete report on book ticket sales since our last meetings. Our 1955 sales were substantially down on those during the preceeding twelve months. Suggestions from the floor indicated that a revamping of our advertising would be in order.

Those theatres which are leaders in the field of books of tickets sales are the ones who make substantial bulk sales to organizations and business firms through personal contact ... contact which is maintained all the year through. Individual employees can contribute much, and add to their income, if the manager is sufficiently enthusiastic to do the sparking.

A special bulletin containing practical sales aids is now in preparation by the publicity department, and should be in the managers' hands in plenty of time for Christmas selling.

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TAKE CARE OF YOUR SCREEN

At the Western meeting Doug Gow emphasized the importance of proper maintenance of our theatre screens ... especially now, with pictures like WAR AND PEACE and TEN COMMANDMENTS demanding the very ultimate in projection and light reflection. Check your screen every day ... Don't let dust accumulate ... make sure that proper tension is maintained to prevent sags. Do not attempt to clean your screen before checking with your maintenance department.

Don MacKenzie tossed out a reminder that when asking for tenders, more than one is necessary to give us a true picture of costs before placing our order. This is important on the small as well as bigger jobs.

THEATRE CONFECTIONS

Truly the Piece de Resistance of our convention sessions was Jack Fitzgibbons' presentation - most ably aided and abetted by as lively and enthusiastic a crew of go-getters as can be found anywhere in this business - of the tricks of the trade of selling confections to theatre customers. I don't think any of us have ever seen such a display of honest-to-goodness, down-to-earth Showmanship. It would be most unfair, and indeed utterly impossible to document the proceedings at this session in just a few brief paragraphs ... so, tell you what I'll do ... Our next issue of NATIONAL BALLYHOO will be dedicated in its entirety to T.C.L. and the boys who make it tick. Brother-r-r ... it should really be somethin' so watch for it, will ya? In a couple of weeks' time ... huh?

I just want to say this ... from the moment Jack opened his session with a Cadillac giveaway ... through the presentations by Andy Rouse, John Flanagan, Harry Sullivan, Norm Rae and Kenny Wells ... and to the final popping of the balloons by the archer Jack had engaged for the occasion ... there just wasn't a dull moment ... and you know somethin'? Those shapely lasses imported from Toronto didn't detract from the goings on either...

Well ... as I had promised, a complete story on T.C.L. and Jack's presentation in our next issue ... so, be prepared for just about anything, huh?

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Sorry fellows, but we'll have to bypass our regular DRUMBEATERS CORNER this time as I want to get this report to you just as fast as I can. I have a number of entries on my desk now, and no doubt more will be forthcoming in the next week or so. All will be, I hope, reported in our T.C.L. issue.

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So ... our 1956 conventions are over, and I just want to leave this thought, expressed by Mr. Fitzgibbons at our closing dinner, with you before I sign off.

"The important thing is to bend our every effort towards the end of getting people back into our theatres ... and what is just as important ... to build up their confidence so that they will believe what we are trying to sell them."

"Unless you yourself are thoroughly sold and completely enthusiastic you can't expect to pass that feeling along to anyone else. Think about these meetings when you get back to your homes, and think about everything you saw and heard. The germ of one idea will lead to another and the chain reaction can only make for a better and more successful operation. I want to repeat just this ... To those of us who are capable, willing and able, we are still in the greatest business in the world."